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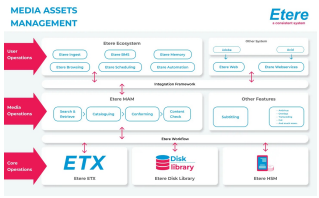
Viacom International Selects Etere MAM for Johannesburg

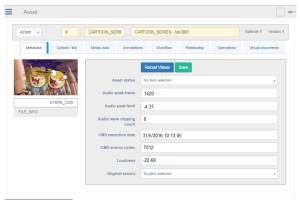
As a vote of renewed confidence, Viacom International, a return customer of Etere has selected Etere Media Asset Management (MAM) for an upgrade of its facility in Johannesburg, Africa.

VIMN logo

Etere logo



Media Asset Management diagram



Etereweb MAM

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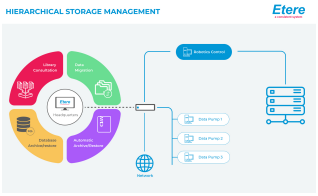

HSM Diagram

Viacom International Media Networks (VIMN) is a user of Etere since 2015 when it selected Etere to manage its Over the Top delivery system. Etere has helped VIMN to improve the distribution and monetization of their OTT content by significantly automating workflows and cutting delivery times. Etere solutions are also recognized for its flexibility and scalability to fit a diverse range of needs. Etere has been empowering media companies with its **Media Enterprise Resource Planning (MERP)** software since 1987 and it continues to advance its innovative solutions to meet the dynamic requirements of its customers.

As a vote of renewed confidence in Etere, VIMN has selected Etere Media Asset Management (MAM) to manage the digital assets of VIMN facility located in Johannesburg, South Africa. With the implementation of Etere MERP, VIMN has been able to optimize resources, support the fast accessibility of content across multiple networks and create a more efficient workflow capable of handling the demands of a multinational premier network such as VIMN, from planning to playout. Renowned as a world premier entertainment network, VIMN is the international division of Viacom, the network that oversees the production, broadcasting and promotion of key Viacom brands including MTV, BET, Comedy Central, Paramount, VIVA and Nickelodeon, which are viewed by 700 million households across the world.

Etere MERP solutions for VIMN in in Johannesburg, South Africa include:

■ **Etere Media Asset Management (MAM)** simplifies and automates tasks across multiple platforms and file formats. Etere MAM paves the way for an effective enterprise management of assets from a centralized database. It is powerful enough to support a diverse range of needs including navigation, integration, archive and monetization of digital assets in a multi-format environment. Its user-friendly interface for media library management and meta-data tagging also allows an easy maintenance of the media library and the seamless management of big data.

Etere enables VIMN to optimize the complete workflow across the network, from ingest to playout, including media management, indexing, storage and retrieval of digital assets. The workflow orchestration of Etere MAM also simplifies complex tasks and enables the flexibility to retrieve and repurpose content at any stage of the media lifecycle. Powered by the cutting-edge technology of Etere Workflow, VIMN's digital assets are managed automatically, accurately and seamlessly.

■Etereweb
VIMN is equipped with **Etereweb** for a remote access and management of media files and playlists from all web browsers on both desktop and mobile devices. Etereweb empowers VIMN operators with the the remote access and management of media files from any location with an internet connection. It is accessible from both desktop as well as from any mobile device including smartphones and tablets based on iOS, Android and Windows Mobile operating system. From previews to monitoring and approvals, Etereweb is capable of a secure remote access to Etere database and Etere Cloud System.

■Etere HSM
VIMN is also equipped with **Etere HSM (Hierarchical Storage Management)** to manage the facility's DELL Library with one LTO-5 drive and Vantage software to transcode files, thus ensuring that all files are accurate and ready for playout and delivery. Etere HSM is a software solution that is able to manage all archives in a single and integrated location, supporting a mix of proprietary and industry file systems from a single interface. Users are able to manage and control all archives, including those located on-site as well as across multiple geographical sites.

Etere delivers a consistent performance that you can trust. For more information on how to improve your workflow and performance, please write to us at **info@etere.com**

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About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.
E-mail: info@etere.com

About Viacom (VIMN)

Viacom International Media Networks (VIMN) is the international division of Viacom, the network that oversees the production, broadcasting and promotion of key Viacom brands including MTV, BET, Comedy Central, Paramount, VIVA and Nickelodeon, which are viewed by over 700 million households across the world. VIMN has headquarters in New York, London and Warsaw; other international offices are located in Amsterdam, Berlin, Paris, Singapore, Stockholm, and Sydney; whilst regional offices are found in Athens, Budapest, Buenos Aires, Dublin, Madrid, Miami, Milan, Sao Paolo, Seoul, Tel-Aviv, Tokyo and Zagreb. **Viacom Website**

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